

## Cowles' Operating Loss Widened to \$1.2 Million In 1970's First Quarter

Look Magazine, Which Lost 39 Ad  
Pages, Cited for Deficit; Other  
Periodicals Posted Big Gains

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Cowles Communications Inc. said its operating loss for the first quarter ended March 31 widened to \$1.2 million from \$352,000 in the year-earlier period. After extraordinary credits, the first quarter showed a loss of \$445,000, compared with a profit of \$32,000, or one cent a share, during 1969's first quarter.

The large publishing firm attributed the deficit to mounting losses in the operation of Look magazine. The company refused to specify Look's results, except to cite a 39-page advertising decrease during the quarter "as a major factor in the decline."

Cowles also said that operating profit of its newspapers and professional magazines in-

creased 41% from the comparable period in 1969.

Total first quarter revenue declined to \$35.5 million from \$39.7 million in the year-earlier period.

Last month Cowles said that Look would decrease its subscriber ranks by 1,250,000 to 6.5 million from 7,750,000. At the same time, he said ad rates would drop to \$48,500 for a four-color page from \$55,000, and to \$32,350 for a black-and-white page from \$37,000.

At that time the company said its goal was to increase Look's circulation concentration in the nation's 60 top metropolitan markets to more than 80% from more than 70% currently in an effort to attract more advertising.